



NEW GENESIS

DUAL ACTION FORTIFYING HAIRCARE

MORE STRENGTH. LESS BREAKAGE.



UNDERSTANDING **HAIR FALL**

BREAKAGE IS A MAIN CONTRIBUTOR TO HAIR FALL.

Breakage happens when hair is weakened from external factors including:



BRUSHING



HEAT



OVERSTYLING

IF YOUR CLIENT:

- Brushes frequently
- Wears tight hairstyles
- Constantly touches/plays with their hair
- Sees hair on their brush

THE SOLUTION: **GENESIS**

97% LESS HAIR FALL DUE TO BREAKAGE FROM BRUSHING*

*System of Bain Hydra-Fortifiant + Fondant Renforceur+ Sérum Fortifiant vs. Non-Conditioning Shampoo

1. CLEANSE

2. TREAT

3. PRIME + FORTIFY

✦ STAR PRODUCT ✦



**BAIN
HYDRA-FORTIFIANT**
250ml
For normal to oily hair
Silicone free

[Bahn HE-dra
-For-Tiff-E-yont]
SRP \$35



**BAIN
NUTRI-FORTIFIANT**
250ml
For normal to dry hair

[Bahn New-Tree
-For-Tiff-E-yont]
SRP \$35



**FONDANT
RENFORCEUR**
200ml
For daily use
Silicone free

[Fawn-dawnt
Ren-Force-uh-Turr]
SRP \$40



**MASQUE
RECONSTITUANT**
200ml
For weekly use

[Mask
Ruh-khons-te-tuwant]
SRP \$62



**DÉFENSE
THERMIQUE**
150ml
For mid-lengths to ends

[Day-fawns
Ther-meeque]
SRP \$37



**SÉRUM
FORTIFIANT**
90ml
For scalp
Silicone free

[Serum
Forty-fee-yont]
SRP \$51

NEW **IN-SALON** SERVICE TREATMENT



POUDRE DETOX

Monodose detox powder
for a deeply rich foam

- Delicately breaks down build-up
- Cleanses scalp to optimize regimen

[HAIR BODIFYING POWDER]



CONCENTRÉ AMPLI-FORCE

A bodifying treatment
to strengthen the fiber

- Plumps the fiber
- Makes fiber more resilient to damage

[EDELWEISS NATIVE CELLS + GINGER ROOT]



BOOSTER GENESIS

Care treatment to
fortify the fiber

- Makes fiber stronger, softer, and shinier
- Fortifies the fiber against breakage

[AMINO-ACIDS 300 PPM + PROTEINS]

GENESIS STEP-BY-STEP

1. CLEANSE

WITH **NEW** MONODOSE
DETOX POWDER

Mix 1 powder packet with 2 pumps
of Genesis shampoo of choice.
Apply with brush. Rinse. Second
cleanse without powder.



2. TREAT

WITH BODIFYING
& STRENGTHENING
FUSIO-DOSE



3. PRIME + FORTIFY

WITH DEFENSE
THERMIQUE &
SCALP SERUM



DIAGNOSING THE **GENESIS** CLIENT

SCALP TEST

1. BRUSH EVALUATION



Look for noticeable hair in the brush.

2. SCALP EVALUATION

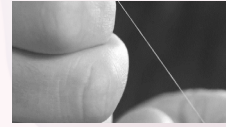


Place hands flat on the scalp.
Using a gentle massaging technique, check scalp.

IF OILY SCALP: BAIN-HYDRA
IF DRY SCALP: BAIN-NUTRI

HAIR TEST

3. EVALUATION OF THE HAIR RESISTANCE

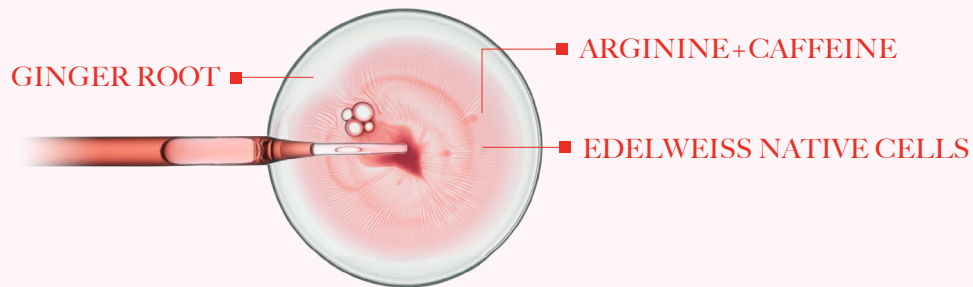


Pick only one hair from the top layers where hair is the most exposed and sensitized.
Hold the hair between two fingers and stretch it gently.

OUR POTENT **FORTIFYING** FORMULAS

The Genesis range features complexes with Edelweiss Native Cells, Ginger Root, Arginine + Caffeine

This system provides immediate **strength** and **softness, detangles, & adds moisture.**



GENESIS



EXTENTIONISTE



FORCE ARCHITECTE



DENSIFIQUE

TARGET	Weakened hair, prone to falling due to breakage from brushing	Hair looking for longer lengths, experiencing breakage and split ends	Weakened hair due to heat styling, mechanical damage or light color service	Hair needing, density, body and fullness
NEED	"I have weakened hair and feel like it's breaking when I brush it"	"I want longer, stronger, healthy looking hair"	"I want to minimize damage to maintain hair health when heat styling"	"I would like to restore density and thickness"
SCALP ACTION	Plumps hair at the root	Scalp serum helps restore the cuticle to protect the fiber as it grows	N/A	More strength beginning at the root
HAIR BENEFIT	97% less hair fall due to breakage from brushing* More strength and less breakage	78% less split ends** + 90 days to stronger, longer hair	Rebuilds and strengthens damaged hair fiber for smooth, shiny, soft hair	Thickening effect and fiber strengthening through mid-lengths and shine through ends
TECHNOLOGY INGREDIENT	EDELWEISS NATIVE CELLS + Ginger Root + Arginine + Caffeine	CREATINE R + Maleic Acid + Taurine	VITA-CIMENT	HYALURONIC ACID + Gluco-Peptide + Ceramide + Intracyclane

*System of Bain Hydra-Fortifiant + Fondant Renforceur+ Sérum Fortifiant vs Non-Conditioning Shampoo
**Bain Extentioniste+Soin No1 + Soin No2+Sérum Therapiste vs. Non-Conditioning Shampoo

#NeverFall

KÉRASTASE
PARIS

TO FIND OUT MORE ABOUT GENESIS, CHECK THE E-LEARNING MODULE
ON OUR ONLINE PLATFORM ACCESS!

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L'ORÉAL